



*"Chicago, Chicago,
That toddlin, town,
toddlin' town . . ."**

*From the song "Chicago" by
Fred Fisher, copyright, 1949,
by Fred Fisher Music Co., Inc.

THAT TODDLIN' TOWN

A ROWDY BURLESQUE OF CHICAGO

MANNERS AND MORALS

BY

HUGH M. HEFNER



CHI PUBLISHERS, CHICAGO

741.5
1736/2
Jel. List
Survey

Dedicated to a wife named Millie,
my soul mate and sole support

Copyright, 1951, by Hugh M. Hefner
1922 N. New England Ave., Chicago 35

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CHICAGO . . . The Loop, Michigan Avenue, "The World's Greatest Newspaper" . . . Maxwell Street, North Clark, Skid Row . . . B-girls, burlesque, the syndicate. Here is that rowdy, big shouldered, wonderful town in broad caricature . . . a humorous poke at its institutions, its culture, its sex life . . .

TAXI

THE TOURIST



"Chicago! — It's exactly as I imagined it!"

THE TOURIST



*"I've really been looking forward to this chance
to see the Windy City!"*

THE EASTERNER



"You're really far more civilized out here than I realized. I notice some of your newstands actually carry 'The New Yorker'."

THE EL



THE EL



Helix



UNION STATION



*"He's out to prove you can go through
Chicago without changing trains!"*

MICHIGAN AVENUE

WORLD PLAYHOUSE

TWO SENSATIONAL HITS
"OPEN CITY" & "PAISAN"



MICHIGAN AVENUE



"They're taken care of."

NORTH AVENUE BEACH



"Darling, you're different!"

"THE WORLD'S GREATEST NEWSPAPER"



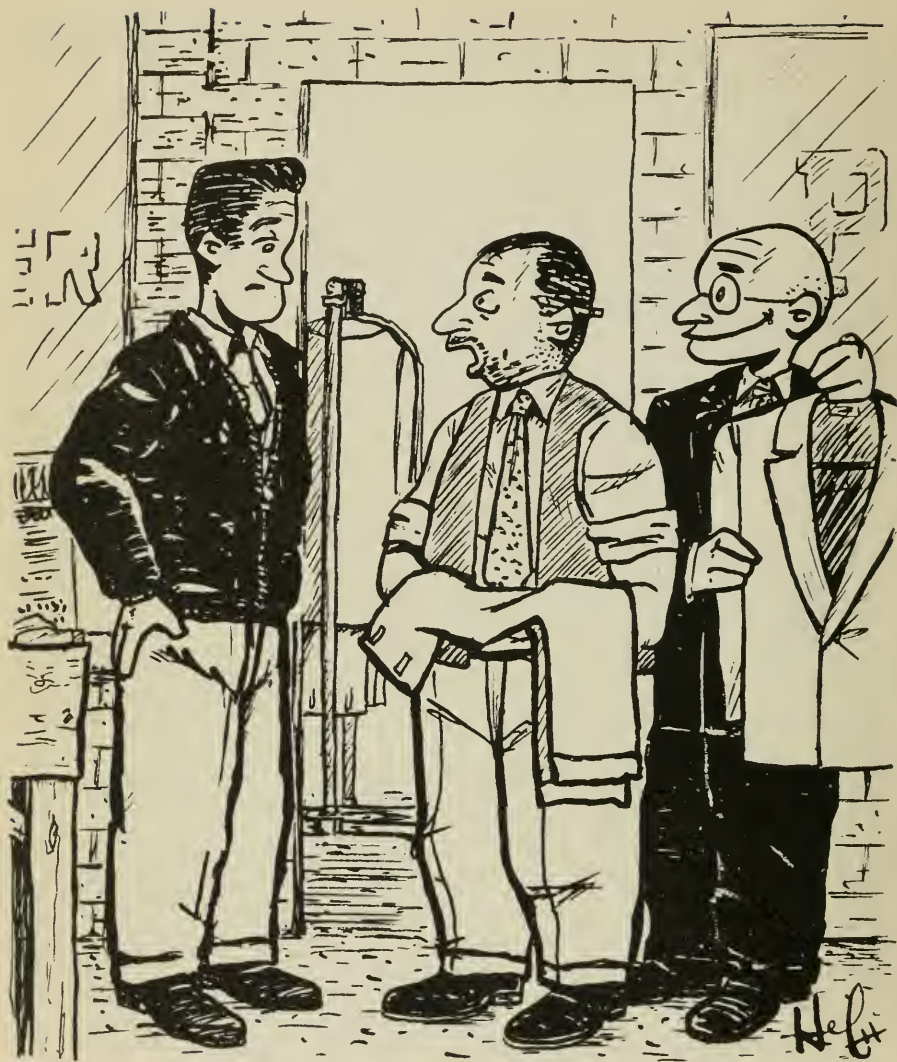
"The Colonel's in a belluva mood!! Little Orphan Annie got off a comment in this morning's edition that could easily be construed as pro-Democrat!"

SOUTH STATE STREET



*"And what's more, I don't think you really
are Dr. Kinsey!"*

MAXWELL STREET



*"Don't take my word for how good this suit is
— Ask my partner!"*

MAXWELL STREET



*"You ain't got much of a future, mister — but
for another five, Madame Fifi can make
your present pretty nice!"*

WEST MADISON STREET



*"I couldn't take those off, honey! — It'd make
the show indecent!"*

WEST MADISON STREET



"She's outa step with the music."

THE LOOP



*"I do wish Claudia Cassidy had let me like it.
I thought it was awfully good."*

THE LOOP



"Joey ain't interested. — He's got a sister."

THE LOOP



"Mmm — just like father used to make!"

THE LOOP



"Shall I leave the sideburns, sir?"

THE LOOP

1.



2.

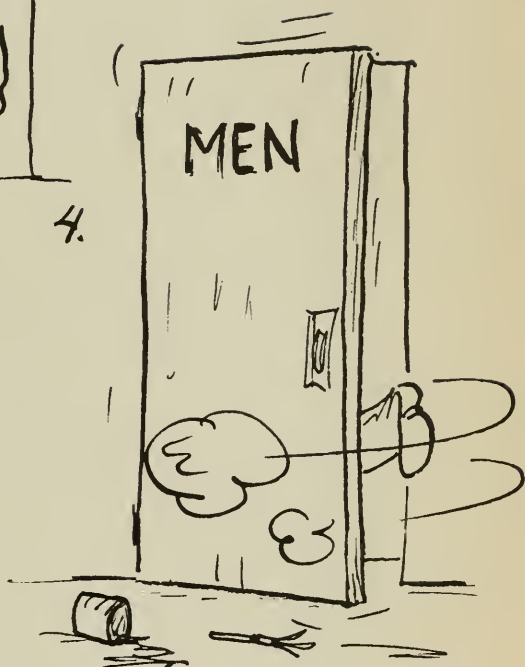


Heff

3.



4.



THE LOOP



"Now here comes an interesting couple."

THE LOOP



*"Would it be worth my time and money
to buy you a drink?"*

THE LOOP



"Jim always enjoys a game of chance."

THE LOOP



"I wonder what you'd use for bait?!"

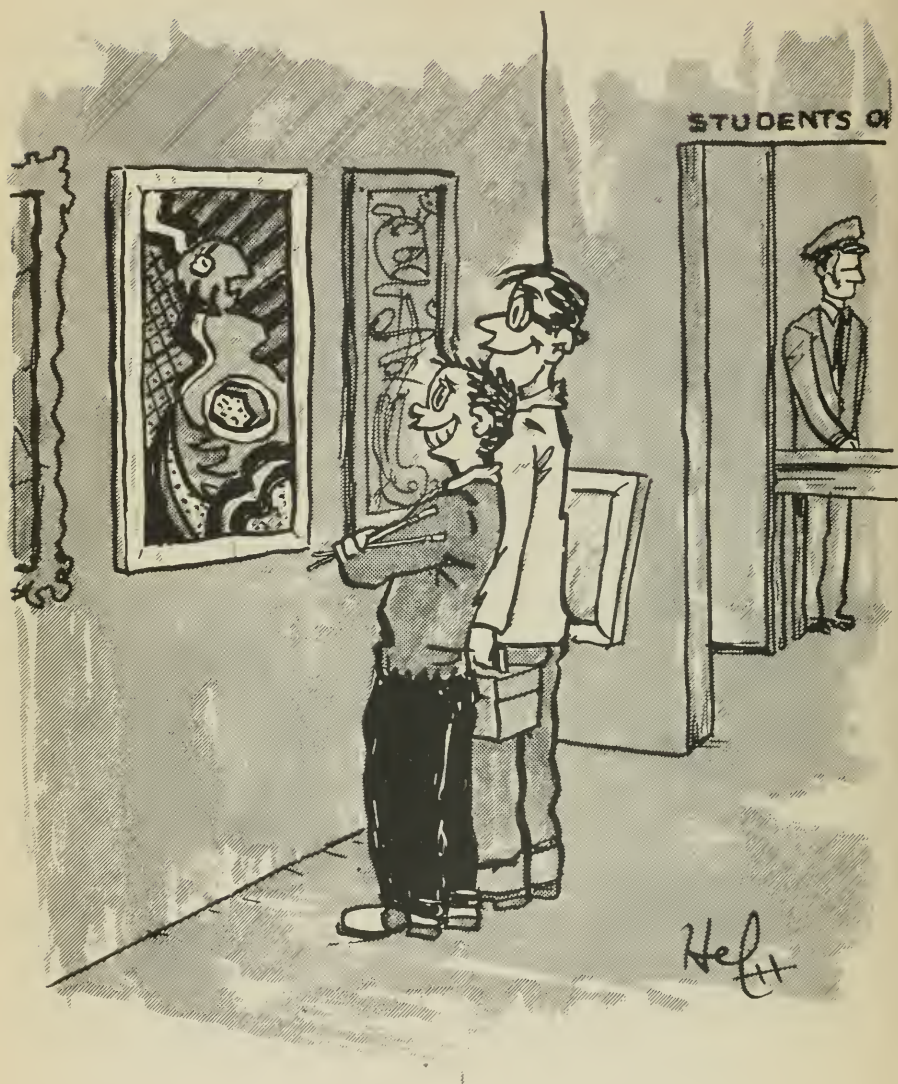
GRANT PARK



MUSEUM OF NATURAL HISTORY



THE ART INSTITUTE



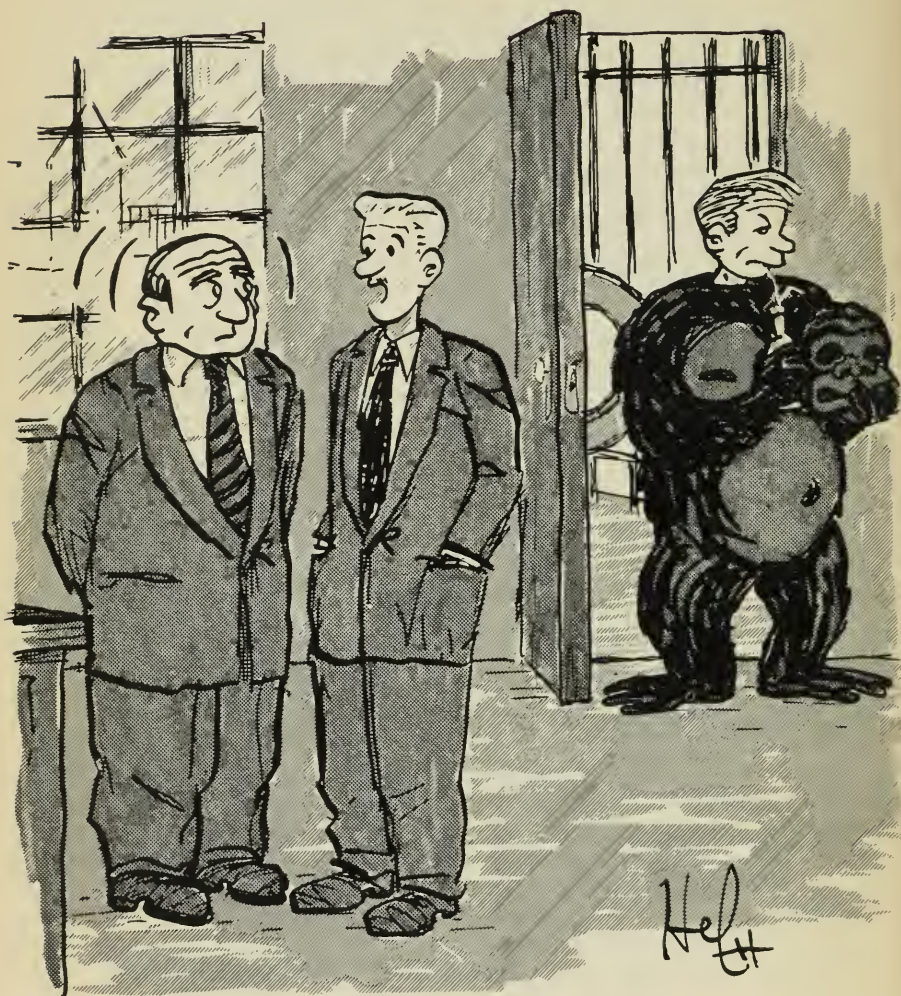
"Man — is she stacked!"

THE BAND SHELL



*"We're listening to the music. What d'ya
think we're doing?!"*

LINCOLN PARK ZOO



*"It hasn't been easy — filling the
gap left by Bushman."*

A black and white cartoon illustration of six baseball players in a locker room. The players are wearing 'CUBS' jerseys and caps. One player is sitting on a bench, while the others stand around him, some holding bats. The artist's signature 'Hef' is visible in the bottom right corner.

●

COMISKEY PARK



RIVERVIEW



*"You'll usually find the Air Force on the roller coasters,
the paratroopers on the parachutes, and the
sailors all over the whole damn park!"*

COMISKEY PARK



Hel

TTT

RIVERVIEW



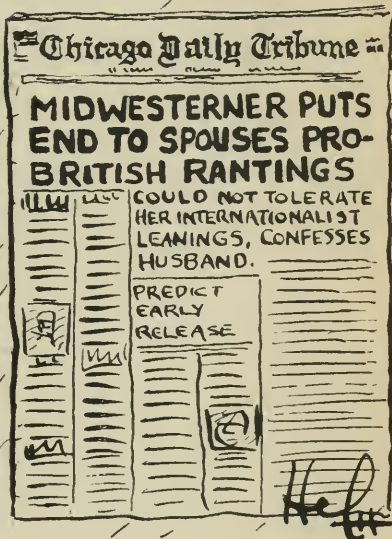
*"You'll usually find the Air Force on the roller coasters,
the paratroopers on the parachutes, and the
sailors all over the whole damn park!"*

THE ARAGON



*"I'd ask you to sit this out, but I'm a lousy
conversationalist too."*

THE FOURTH ESTATE



*As Chicago's dailies might handle a
husband-wife ax murder.*

UNIVERSITY OF CHICAGO



*"And please don't call me 'comrade' in class,
Miss Lupchek. Save it for the meetings."*

HOUSING



*"You'll like this apartment. It's stark modern —
simple and functional!"*

POLITICS



"Do you think demanding a clean-up is a very good idea when it's me who's running for re-election?"

THE SYNDICATE



"I'm here on a tip there's a tie-in between some of the banking and gambling interests of the city."

THE SYNDICATE



*"All this is just a front! I got a bookie joint
in the back!"*

THE SYNDICATE



"Ixnay opscay' looks good in the sixth?!! Never heard of him! What's his number?!"

THE SYNDICATE



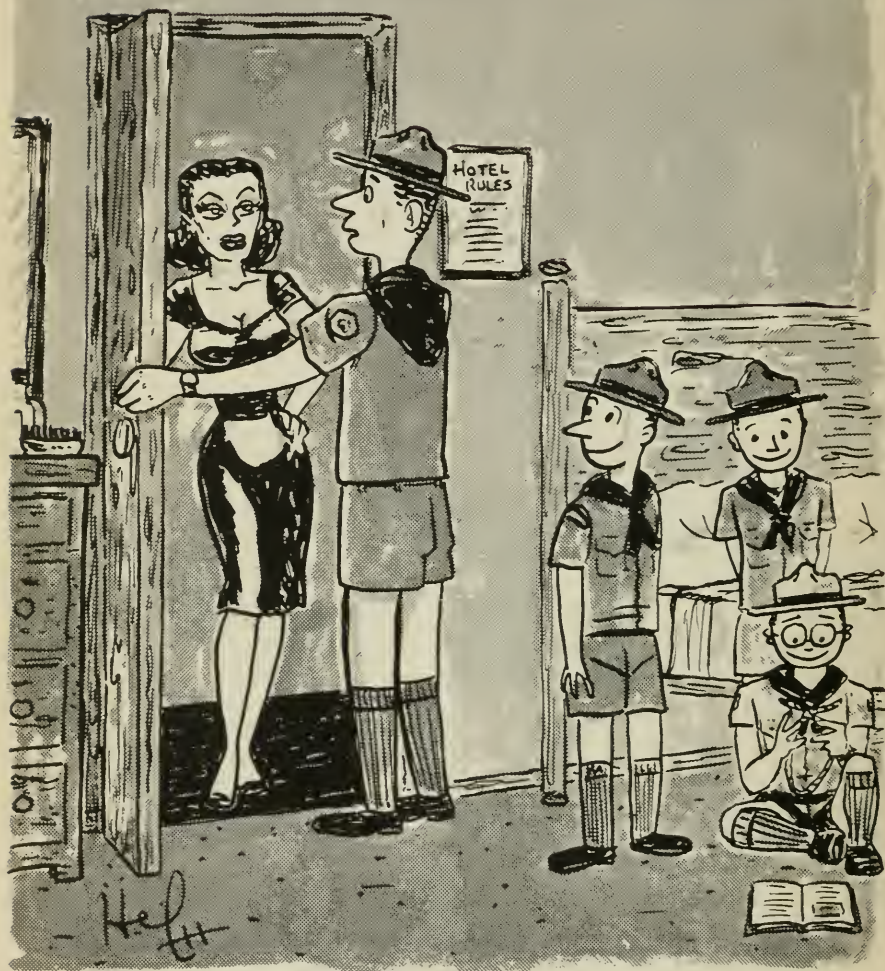
*"The raid's off, men! — The Captain's
hit the jackpot!"*

THE CONVENTIONEERS



*"Well — I threw the toilet paper out
the window! — Now what?!"*

THE CONVENTIONEERS



"Uh — I'm afraid you have the wrong room."

NORTH CLARK STREET



*"What we need is some little gimmick
to give the place class!"*

NORTH CLARK STREET



"Ya said ya wanted a dress like that doll was wearin', so I got ya the dress, so shut up!"

NORTH CLARK STREET



*"How do you expect to attract any business
serving a lousy drink like this?!"*

THE TRANSIENT



*"Well — I could take ya to one on Wabash,
but they usually expect luggage."*

BUG HOUSE SQUARE



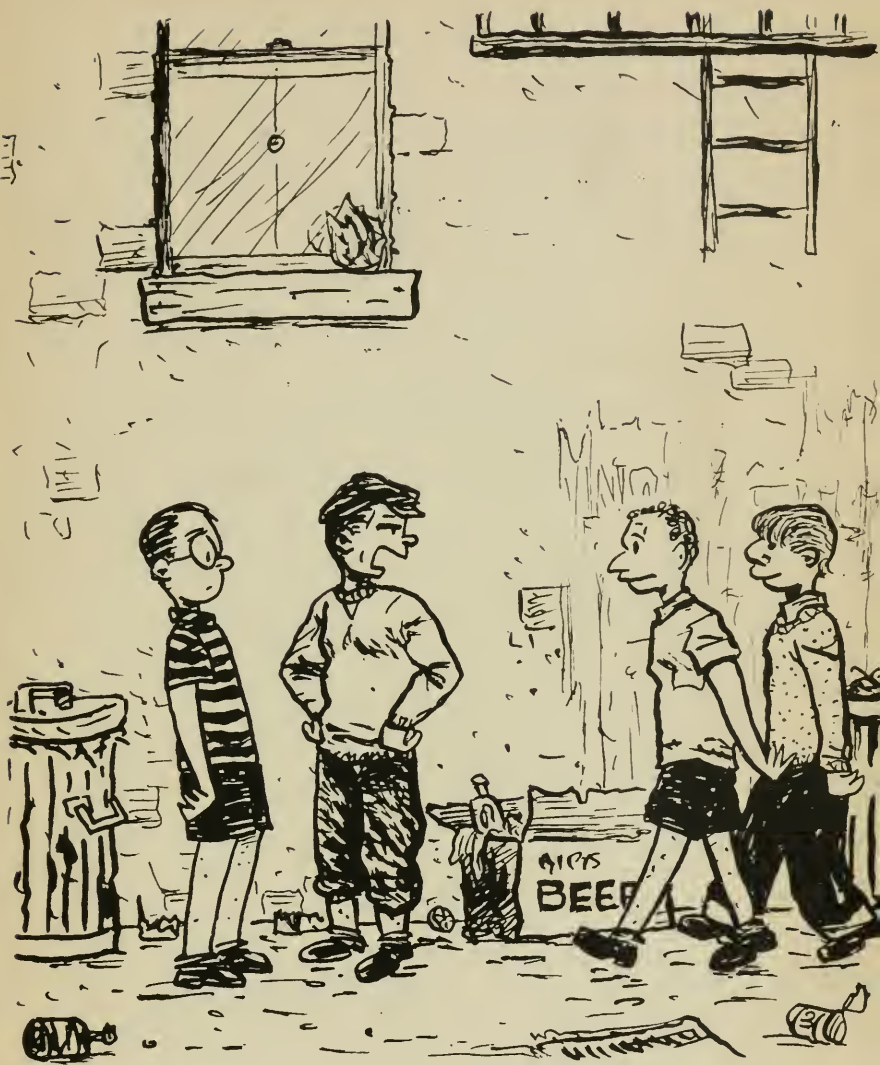
*"If that free love stuff ever catches on, you and me'll
be back on the assembly line at United Can."*

BUG HOUSE SQUARE



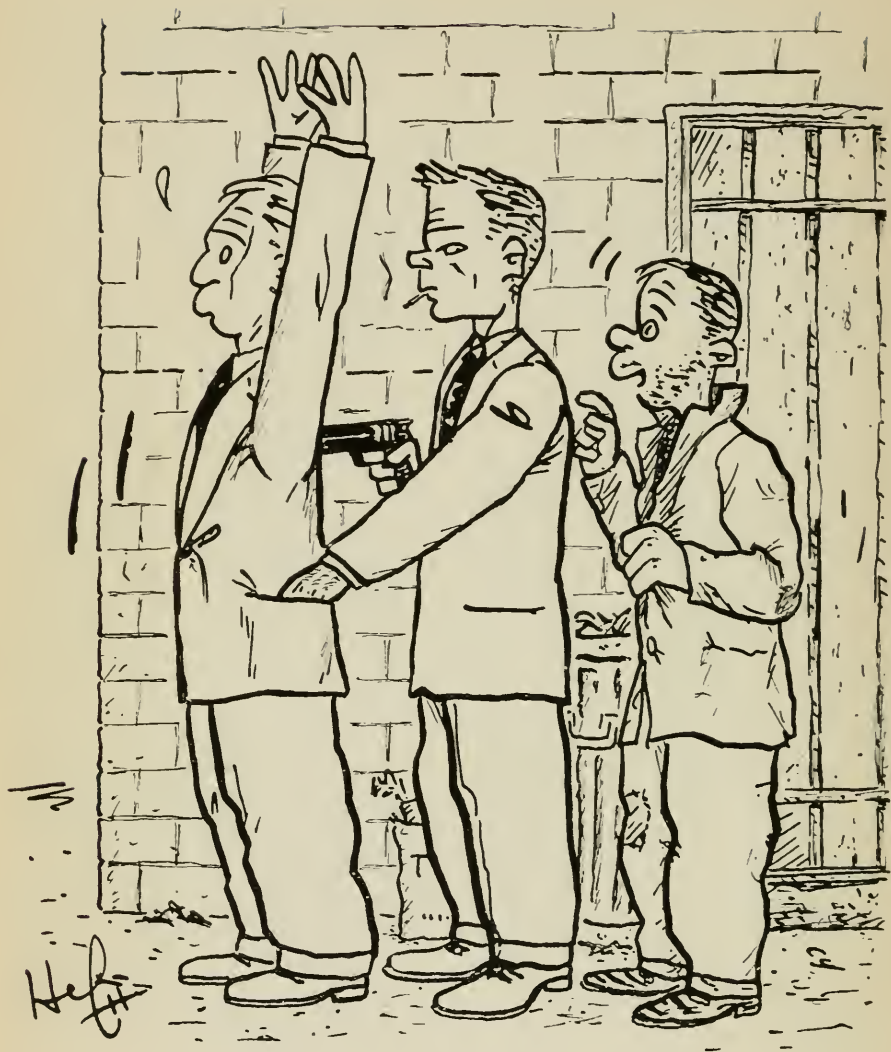
*"I ain't advocatin' nothin', lady. I'm just a little guy.
that's tired of lookin' up at people all the time."*

SOUTH HALSTED



"He says he's a love child, but I say he's a bastard!"

SKID ROW



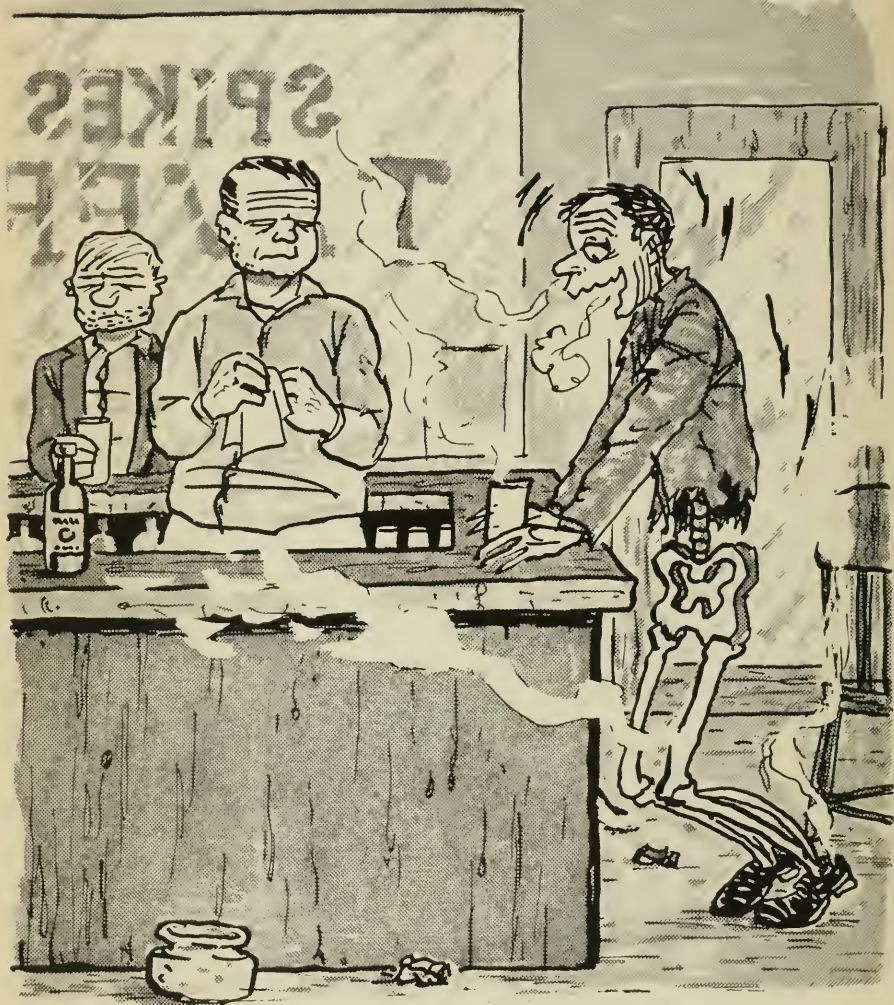
"How about a dime fer a cuppa coffee?"

SKID ROW



*"If ya want quality, go to the Pump Room.
Here at Nick's, we stress quantity!"*

SKID ROW



"Man — that's what I call a drink!"

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LAKE MICHIGAN

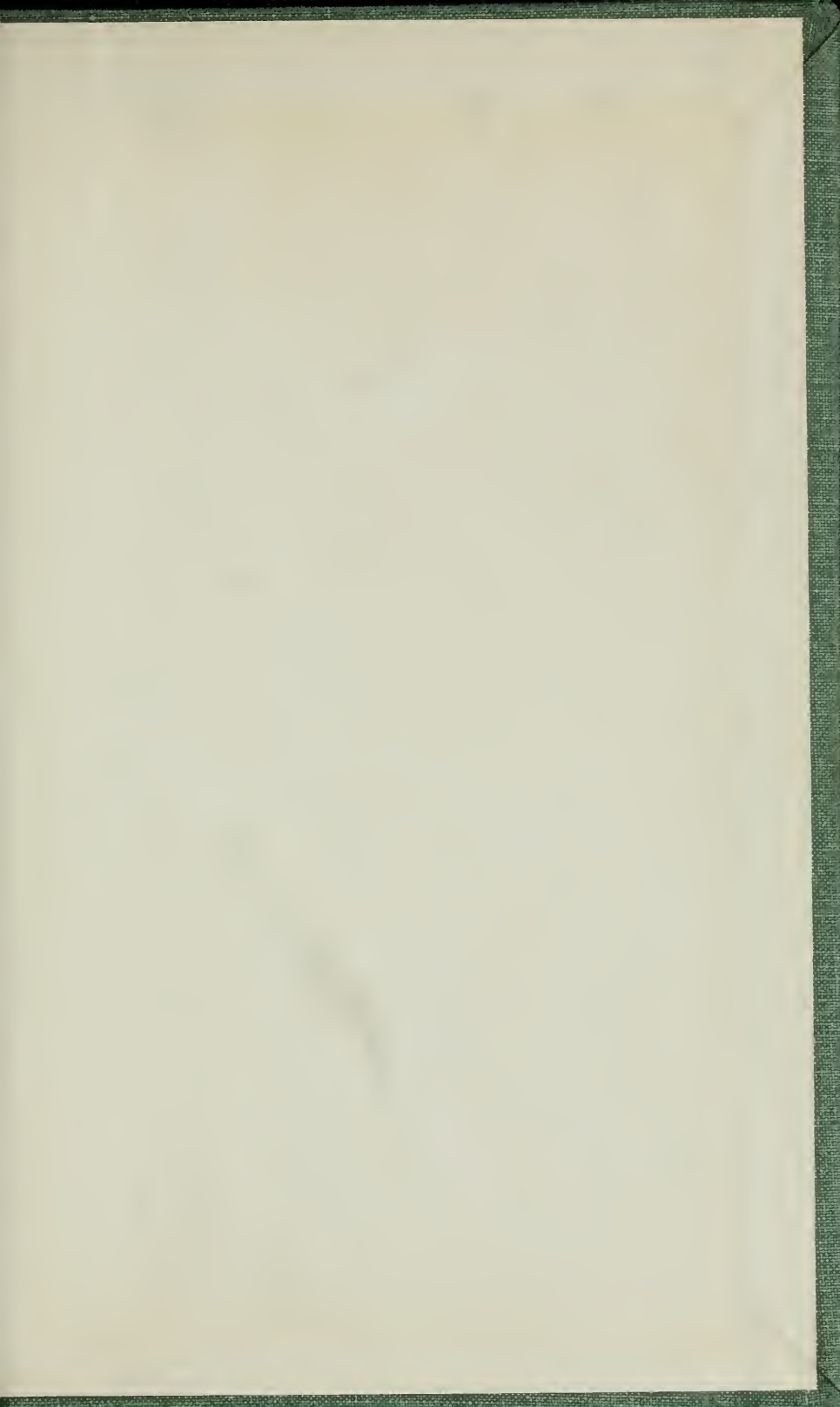


*"So I sez to him, 'Kosalowski, are you tellin' me
how to butcher a hog?! — I wuz cuttin' the
insides outa pigs before you . . ."*

1928-89

1928

All the people and places in this book,
including the City of Chicago, are
obviously fictitious, and any similarity
to real people or places is entirely
because it was planned that way.



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